

Push notifications:

- Audience: app users
- When: from launch
- Frequency: regularly, appear periodically when app is closed
- Format: very short text
- Messages: varies, new activity added, get books, come back and play!
- Imagery: none
- CTAs: buy add-on, buy book, open app
- Link to: add-on purchase, Amazon product page, open app

Tips and Tricks blog: new post just added!

New Activity Added: The Toy Bank

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Time for some fun? Time for LifeGames!